

In the claims:

1 1. (original) A method for pricing a classified advertisement, said method comprising:
2 receiving text of a classified advertisement from an advertiser, the classified
3 advertisement to be provided access to at least one of a plurality of device types;
4 substantially simultaneously formatting the text of the classified advertisement
5 for at least two of the plurality of device types;
6 displaying the classified advertisement as formatted for the device types;
7 determining a price for the classified advertisement as formatted for the device
8 types; and
9 displaying the price.

1 2. (original) The method according to claim 1, further comprising receiving at least
2 one selection for at least one of the device types to distribute the classified advertisement.

1 3. (original) The method according to claim 1, further comprising receiving a selection
2 for a category to place the classified advertisement.

1 4. (original) The method according to claim 1, further comprising receiving a start date
2 to begin running the classified advertisement.

1 5. (original) The method according to claim 1, further comprising computing a total
2 price based on a selection of the device types to provide access to the classified advertisement.

1 6. (original) The method according to claim 1, wherein the classified advertisement
2 includes an image.

1 7. (original) The method according to claim 1, wherein the image is a photograph.

1 8. (original) The method according to claim 1, wherein the advertiser of the
2 advertisement includes at least one of an individual and a commercial enterprise.

1 9. (currently amended) A system for pricing a classified advertisement, said
2 system comprising:

3 means for receiving text of a classified advertisement from an advertiser, the
4 classified advertisement to ~~be provided~~ be provided access to at least one of a plurality of device
5 types;

6 means for substantially simultaneously formatting the text of the classified
7 advertisement for at least two of the plurality of device types;

8 means for displaying the classified advertisement as formatted for the device
9 types;

10 means for determining a price for the classified advertisement as formatted for the
11 device types; and

12 means for displaying the price.

1 10. (original) The system according to claim 9, further comprising means for receiving
2 at least one selection for at least one device type to distribute the classified advertisement.

1 11. (original) The system according to claim 9, further comprising means for receiving a
2 selection for at least one category to place the classified advertisement.

1 12. (original) The system according to claim 9, further comprising means for computing
2 total price based on a selection of the device types to provide access to the classified
3 advertisement.

1 13. (original) The system according to claim 9, further comprising means for receiving a
2 starting date to run the classified advertisement.

1 14. (original) A computer-readable medium having stored thereon sequences of
2 instructions, the sequences of instructions including instructions, when executed by a processor,
3 causes the processor to:

4 receive text of a classified advertisement from an advertiser, the classified
5 advertisement to be distributed to at least one of a plurality of device types;

6 substantially simultaneously format the text of the classified advertisement by at
7 least two of the plurality of device types;

8 display the classified advertisement as formatted for the device types;

9 determine a price for the classified advertisement as formatted for the device
10 types; and

11 display the price.

1 15. (original) A graphical user interface (GUI) for providing a user input interface to
2 place a classified advertisement, said GUI comprising:

3 a text area operable to receive text for the classified advertisement;

4 a plurality of text display areas operable to simultaneously display the text for the
5 classified advertisement, the text displayed in the text areas having different formats; and

6 a plurality of price display areas, each of the plurality of price display areas being
7 associated with a different text display area and operable to display a price for placing the
8 advertisement based on the format of the text in the associated text display area.

1 16. (original) The method according to claim 15, wherein each of the plurality of text
2 display areas represent a different output device having access to the classified advertisement.

1 17. (original) The method according to claim 15, wherein the different formats include a
2 different number of characters per line.

1 18. (original) The method according to claim 15, wherein the text in each of the text
2 display areas are individually editable.

1 19. (original) The method according to claim 15, wherein each price is based on a
2 number of text lines in the associated text display area.

1 20. (withdrawn) An online advertising publishing system for publishing
2 advertisements, the system comprising:
3 a database for storing data associated with the advertisements;
4 an interface operable to receive the data associated with the advertisements from
5 a plurality of input sources, at least one of the input sources being an order entry system operable
6 to publish the data to print media; and
7 means for distributing the data across a network.

1 21. (withdrawn) The system according to claim 20, further comprising an interface
2 operable to inspect and edit the data for each advertisement.

1 22. (withdrawn) The system according to claim 20, wherein the database is a
2 relational database.

1 23. (withdrawn) The system according to claim 20, wherein the data is stored in
2 said database in an object format.

1 24. (withdrawn) The system according to claim 20, wherein at least one of the input
2 sources is an online order entry system.

1 25. (withdrawn) The system according to claim 20, wherein the network is the
2 Internet.

1 26. (withdrawn) The system according to claim 20, wherein the data includes an
2 image.

1 27. (withdrawn) The system according to claim 20, wherein the advertisements are
2 classified advertisements.

1 28. (withdrawn) The system according to claim 20, wherein the data is stored in a
2 content markup language format.

1 29. (withdrawn) The system according to claim 20, wherein the order entry system
2 exclusively publishes data to print media.

1 30. (withdrawn) The system according to claim 20, further comprising a translation
2 engine coupled between the order entry system and said database.

1 31. (original) A method for operating an online advertising system, comprising:
2 receiving data associated with advertisements from at least one data gathering
3 source, the at least one data gathering source operating to publish the data to print media;
4 storing the received data from the at least one data gathering source; and
5 providing access to the stored received data to a plurality of device types.

1 32. (original) The method according to claim 31, wherein the advertisements are
2 classified advertisements.

1 33. (original) The method according to claim 31, further comprising converting the data
2 from a non-content markup language to a content markup language.

1 34. (original) The method according to claim 31, further comprising editing the received
2 data.

1 35. (original) The method according to claim 31, wherein said storing of the received
2 data is performed utilizing an object oriented format.

1 36. (original) The method according to claim 31, further comprising distributing the
2 data across a network.

1 37. (original) The method according to claim 36, wherein the network is the Internet.

1 38. (original) The method according to claim 31, further comprising converting the data
2 to be distributed to a format particular to an output device.

1 39. (original) A method for managing classified advertisements, said method
2 comprising:

3 receiving a schedule for listing a classified advertisement;

4 receiving a selection of at least one device type from a plurality of device types to
5 provide access to the classified advertisement; and

6 providing access to the classified advertisement to the at least one selected device
7 type based on the schedule.

1 40. (original) The method according to claim 39, wherein the device type includes at
2 least one of the following: personal computer, mobile phone, personal digital assistant (PDA),
3 satellite communication device, and pager.

1 41. (original) The method according to claim 39, wherein said providing access includes
2 distributing the classified to the at least one selected device type.

1 42. (original) The method according to claim 39, further comprising posting the
2 classified advertisement to a website in an object oriented format.

1 43. (original) The method according to claim 39, further comprising:
2 receiving a search request from a device of the selectable device types;
3 searching for classified advertisements that satisfy the search request; and
4 providing access to the classified advertisements that satisfy the search request to
5 the device.

1 44. (original) The method according to claim 39, wherein the access includes enabling
2 the classified advertisement to be listed by a search of the classified advertisements.

1 45. (original) A system distributing classified advertisements, said system comprising:
2 means for receiving a schedule for a classified advertisement to be accessible;
3 means for receiving a selection of at least one device type from a plurality of
4 device types to provide access to the classified advertisement; and
5 means for providing access to the classified advertisement to the at least one
6 selected device type based on the schedule.